

ABSTRACT

A method is described for the operation of a broadcasting system (1) in which various program contents are sent to the users of the broadcasting system and the users of the broadcasting system are at the same time assigned to user communities. Community-specific program contents ( $PI_G$ ) are automatically selected and/or generated from a plurality of available program contents ( $PI$ ) for the users of each of the different user communities. A user is assigned to a user community on the basis of a community assignment signal ( $S_{GZ}$ ) sent by the user. In addition user-specific program contents ( $PI_N$ ) are automatically generated and/or selected in order to compile an individual user-specific program (NSP) for each of the individual users, and the community-specific program contents ( $PI_G$ ) of a user community of the user are integrated into the user-specific program (NSP). In addition a corresponding broadcasting system (1) is described.

Fig. 1